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All Castrol artwork that is downloadable from the Brand centre has been specifically named. This document lists all the naming conventions for the different artwork files.

#### The master brand logo artwork naming

CAS always precedes all artwork files as this indicates the artwork belongs to Castrol. 3D means the logo is the 3D version, and 2D means the logo is made with flat colour. The order in which the references appear in the file name is specific and constant. Minimum size logo artwork follows the same rules outlined here, the initials 'MS' identify these files as minimum size logos.

CAS → 3D → P → TM → .eps

#### The racing logo artwork naming

It's the same naming system as above, but with the addition of RC to indicate the racing logo, and also POS or NEG to indicate whether it is the positive or negative (reversed out) version.

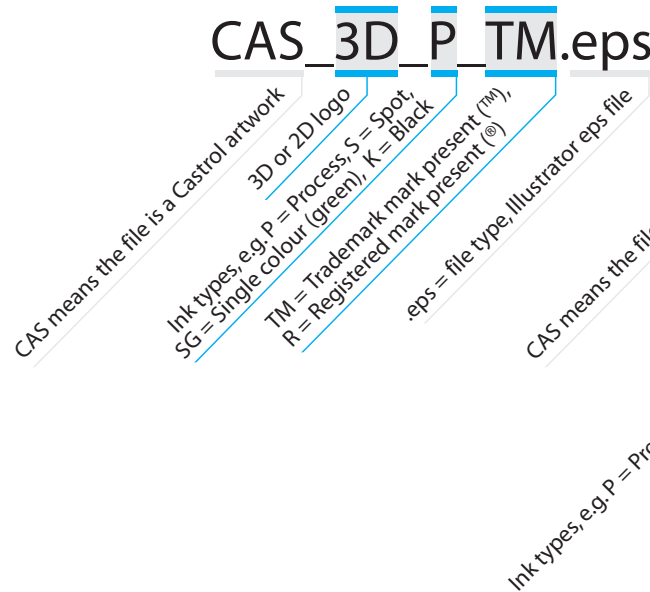
CAS → 3D → S → P → RC → V → Tag → POS → .eps

#### The tag line logo artwork naming

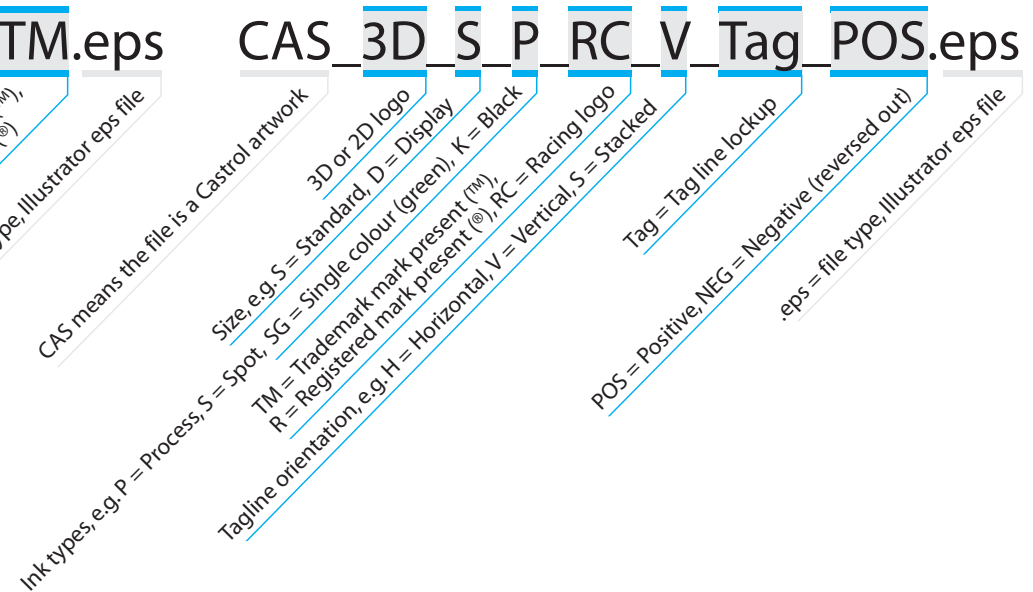
The tag line naming principles are the same as for the master brand, but the names are longer due to the amount of variations within the tag line lockup family. The order in which the references appear in the file name is specific and constant. The tag line appears in two versions – a long version and a short version.

CAS → 3D → S → P → H → TagS → TM → R → .eps

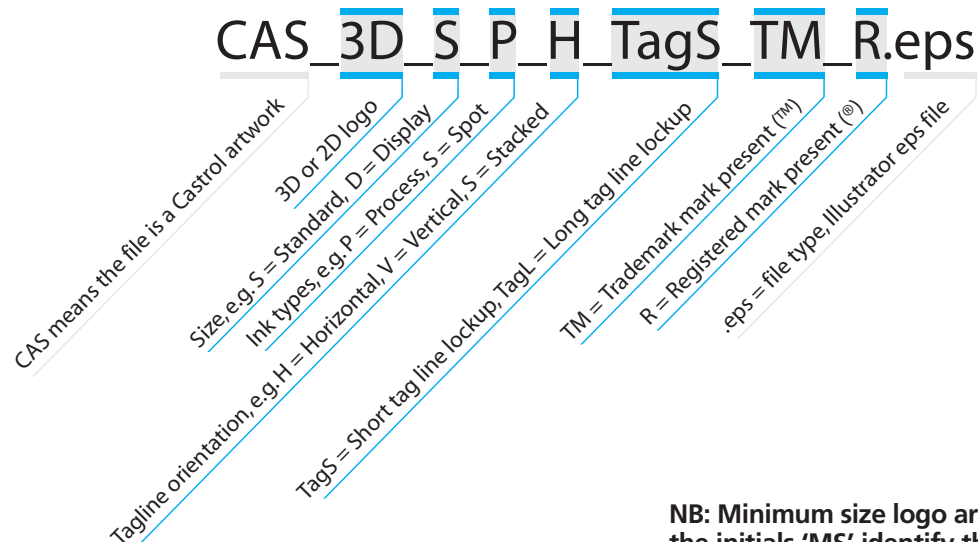
#### The master brand logo artwork naming



#### The racing logo artwork naming



#### The tag line logo artwork naming



**NB:** Minimum size logo artwork follows the same rules outlined here, the initials 'MS' identify these files as minimum size logos.

Here are some examples showing how the naming convention works. Each character and position in the name refers to a unique part of the logo, or lockup.

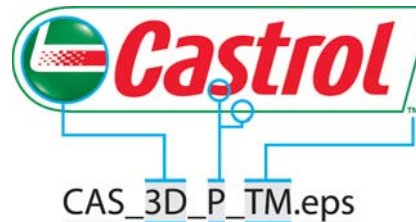
#### Repeated characters on tagline artwork naming

Sometimes the same character may be repeated two or three times e.g. 'S'. The first 'S' will always mean **Standard** (version of the lockup), the second 'S' will refer to **Spot** (colour) and the third 'S' will mean **Stacked** (configuration of tag line and logo).

For further detail and access to all master logo artworks, see the Castrol logos section within Visual elements.

Always use original artwork.

The master brand logo artwork naming

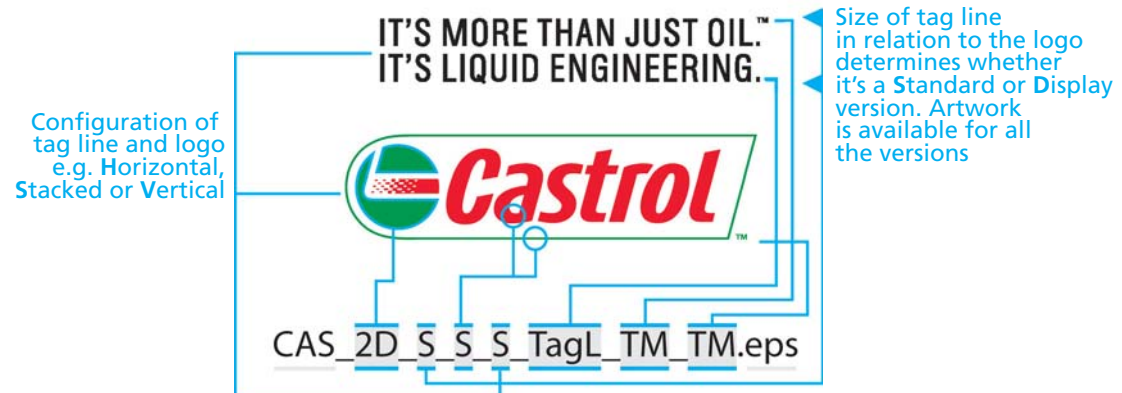


The racing logo artwork naming



There is only one lockup of the racing logo. This version is the positive version. The negative version is where the racing part is in white, and should only be used on dark backgrounds

The tag line logo artwork naming



Always use original Roundel artwork. Do not attempt to recreate any of the files or redraw any of the elements.

## Roundel Version artwork naming

Roundel **Version 1** has two artworks, one called Standard, and one called Exception.

Roundel **Version 2** and **4** only have one artwork each.

Roundel **Version 3** has two artworks, one called Standard, and one called Display. Use the Standard version for all general artwork, and use the Display version for artwork on advertising, motorsport sponsorship, vehicle livery, and large format areas like events.

CAS→S→P→RNDLV1→.eps

For further detail and access to all master Roundel artworks, see the Roundel section within Visual elements.

Always use original artwork.

The roundel artwork naming

